

sector of air transport services. About 70% of the air transport market is passenger transportation. The railway transportation industry is developing with transcontinental and intercontinental high-speed railways. At the same time, the road tourist transportation will be gradually decreasing.

In addition, an important feature of globalisation is the internationalisation of business activity. The reason for the internationalisation of the tourism business is the tourist product specificity. A tourist product is known to be a complex of services provided to a tourist, and very often consumed abroad. The manufacturer aims to extend its influence to other areas of tourism in order to achieve maximum profit. Thus, airlines can combine their activities with tour operators and the hotel industry.

Global tourist associations are formed by mergers and acquisitions. In many countries the global division of market is going on by the acquisition of companies. For the tourism industry, as well as for any other industry, the process of enterprise concentrating goes beyond the national borders with the creation of transnational corporations.

A vivid example of such tourist associations can be the global integrated hotel chains. Joining the international chain suggests that hotels try to become more competitive. Well-known corporations have developed the rules and standards to ensure of the style and customer service efficiency of hotels.

However, it should be noted that in the process of tourism globalisation, a number of serious problems can arise. Excessive standardisation of consumption characteristics and supply models in a number of countries have a negative impact on local cultures. The globalisation processes sometimes lead to losing the national identity and individuality, ethnic identification, negatively effecting the development of certain types of recreation and tourism.

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## **INCLUSIVE TOURISM**

VLADISLAV SOTNIK, student

YEVHENIIA S. MOSHTAGH, Senior Teacher, Language Adviser  
*O. M. Beketov National University of Urban Economy in Kharkiv*

[1] “Inclusive Tourism” or “Accessible Tourism” or even “Disabled Tourism” is about making it easy for all people, irrespective of their gender, age or physical status to enjoy tourism experiences. It is a set of services and facilities for individuals with special needs, who are, for example, disabled, elderly travelers,

pregnant women, parents pushing their children in strollers or even people with temporary injuries, such as a broken leg or chronic ailments. All these people need to be particularly enabled during their travel.

[6] The Convention on the Rights of Persons with Disabilities said that Accessibility is expressed in equal access to:

- physical environment;
- transport;
- information and communication, including information and communication technologies and systems;
- other public services.

It means that everyone has the right for a comfortable life regardless of physical disabilities.

**Is it profitable?**

[2] Yes, it is profitable because our world has more than 785 million people with different degrees of disability and if we consider also the members of their families, then we have more than 2 billion people who can be tourists. They can make big profits for tourist companies; therefore, we have to care about them.

**[5] Who else can be an inclusive tourist?**

- travelers with big bags;
- overweight people;
- people who do not know or do not speak foreign languages.

That is why many hotels have bag-bearers, lifts and specially trained personnel who will help people with disabilities and overweight people and also translators for those who do not speak foreign languages.

**[4] How to make your hotel comfortable for special tourists?**

Only disabled people know what kind of problems they can face. Therefore, it makes sense to invite some of them and ask to stay at the hotel for a while, and then ask them to tell about all problems that they had to face. Here are some examples:

- all necessary objects (for example, switches, handles, sockets) are not more than 120 cm and not less than 40 cm, so that they can be reached standing or sitting);

- accessibility of information: sign language tours, museums, adapted for visually impaired or hard of hearing people;

- the width of the doors is not less than 85 cm, the thresholds are not more than 2 cm to go in, so that a person does not need to climb the stairs. The width of the city paths and avenues is not less than 180 cm: this allows people to walk in different directions, so people on wheelchairs and their helpers have enough space;

- doors should be easy to open or close, without the requirement to grip or pinch.

This is not the whole list of what must be done and every hotel that wants to attract more tourists should not neglect this.

[3] It is assumed that by 2030, 1 in 8 people on earth will be over 65 years old. A person over 65 years of age can have a disability with a probability of 10

times more than a child or youth. We will all be old one day, so we should care about inclusive tourism right now.

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## THE HOTEL BUSINESS AS AN ELEMENT OF THE HOSPITALITY INDUSTRY IN UKRAINE

YELYZAVETA TYMOSHENKO, student

SVITLANA BUCHKOVSKA, Senior Teacher, Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

The field of hospitality industry in Ukraine is dynamically developing and becoming an important segment of the country's economy. Actually, it is based on the satisfaction of material, social and spiritual needs of an individual and provides a diverse of services, creating the recreational and cultural environment.

The issue has been thoroughly investigated by a number of researches. In the opinion of S. I. Bailyk, E. A. Balashova, L. G. Lukyanova, T. L. Tymokhina, A. D. Chudnovskiy, the development of the hotel business promotes an effective cultural exchange, stimulates the awareness of social environment and supports people's cognitive activity. The hotel industry, as a constitute part of hospitality and as an element of physical infrastructure, satisfies individual and social needs of customers, providing recreation activities and comfort of life.

Being aware of the importance of the hotel industry development in Ukraine, it is considered to be of great value to analyse the peculiarities of modern hotel business, to define the functions and mechanisms of providing hospitality services to meet customers' changing needs in lodging and recreation. That is the object of the investigation presented.

The major demand that any lodging establishment has to meet is to satisfy tangible and intangible customers' needs providing meaningful recreation. Therefore, all hotel services should be efficient and safe for people's health, their possessions as well as for natural environment.